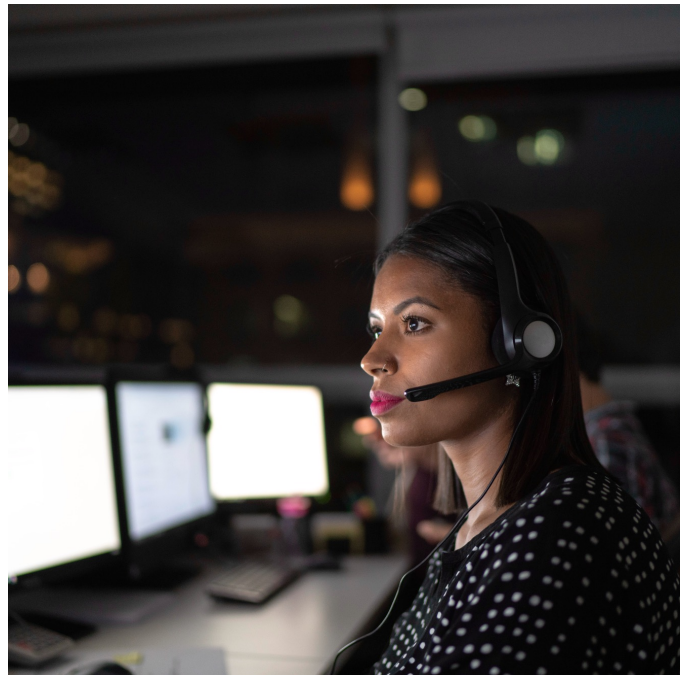


Supercharge agent productivity with Generative AI

Transform your call center with AI that elevates agent efficiency and customer satisfaction



In today's fast-paced business environment, call centers must enhance efficiency, cut costs, and boost customer satisfaction, making generative AI a transformative solution that improves response times and accuracy while empowering agents with valuable insights for a more engaging customer experience.

IBM Sterling Call Center now enables you to plug into watsonx.ai with pre-built generative AI use cases that leverage your critical enterprise data to improve agent efficiencies, shorten agent training time, and reduce time to service order inquiries. Conversational AI powered by large language models (LLMs) boosts agent efficiency and speeds up customer responses by generating real-time summaries from diverse sources through natural, freeform conversations.

For example, a call center representative (CSR) can use the AI assistant to verify whether a customer can apply a coupon retroactively to a recent order, and if allowed, automatically apply it without manual review.

Our new solution can transform your call center by:

- Providing AI-infused capabilities that deliver precise, contextually relevant information, ensuring customers receive accurate answers on the first attempt, which reduces follow-up queries and boosts satisfaction
- Enabling CSRs to efficiently manage routine and mundane tasks through AI assistance, such as quickly accessing policy guidelines and summarizing customer interaction

- Streamlining the customer journey with seamless e-commerce integration, whereby the AI assistant accurately handles common queries, troubleshooting and order tracking before escalating to a human agent; and provides CSRs with an empathetic 360° view of the customer

Versatile deployment options mean that you can seamlessly implement the AI-infused call center assistant through SaaS, containers, or traditional on-premises setups. IBM Expert Labs services and our partners can craft a tailored rollout strategy to ensure you enjoy a return on investment at every stage. As average ROI for enterprise-wide AI initiatives continues to rise, with benchmarks¹ showing an increase from just over 1% in early 2020 to nearly 6% by the end of 2021, and best-in-class companies reporting an average ROI of 13%, now is the time to invest in AI.

With IBM's foray into generative AI, your business will benefit from our extensive expertise in order management data combined with our leadership in AI – empowering you with applications designed to elevate your operations and deliver trustworthy outcomes you can rely on.

To learn more about IBM Sterling Call Center, contact your IBM representative or IBM Business Partner, or visit ibm.com/products/order-management/call-center and [product documentation](#).

1. IBM Institute for Business Value, "Generating ROI with AI", 09 May 2023.